

Tutorial

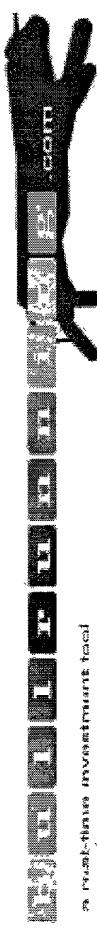
Quicktour

Frequently asked
questions.

Glossary of terms.

Terms of Use.

Customer Support
Information.



Logout	Name	lricci
	Password	*****
	Monitor Resolution	<input type="radio"/> <input type="radio"/> <input checked="" type="radio"/>
	Options	<input type="checkbox"/>
	Remember Me	<input checked="" type="checkbox"/>
	Login	

FIG. 1

Bullrun

Bullrun is an on-line stock recommendation system. It runs in four timescales, producing price patterns on a 1 hour, 1 day, 1 month and 1 quarter perspective.

[v1.0 has a 15 minute, 15 hour, 15 day, 15 week timescale.]

It provides a continuous scoring of stocks according to price pattern, macroeconomic variable, and combined strategies. [v1.0 will only include price pattern strategy.] Future versions will incorporate strategies relating to earnings estimates and valuation metrics. The product allows users to drill down to find the current score of stocks in any country, industry, price pattern group or combination of categories.

Users create and modify their portfolios based upon the evolving stock scores. The system will issue buy and sell signals on stocks generated by the various strategies. Clients can analyze the past performance of the trading strategies for the entire universe of stocks in the Bullrun system.

The system also tracks clients' performance and trade requests.

FIG. 2

Screen Layout

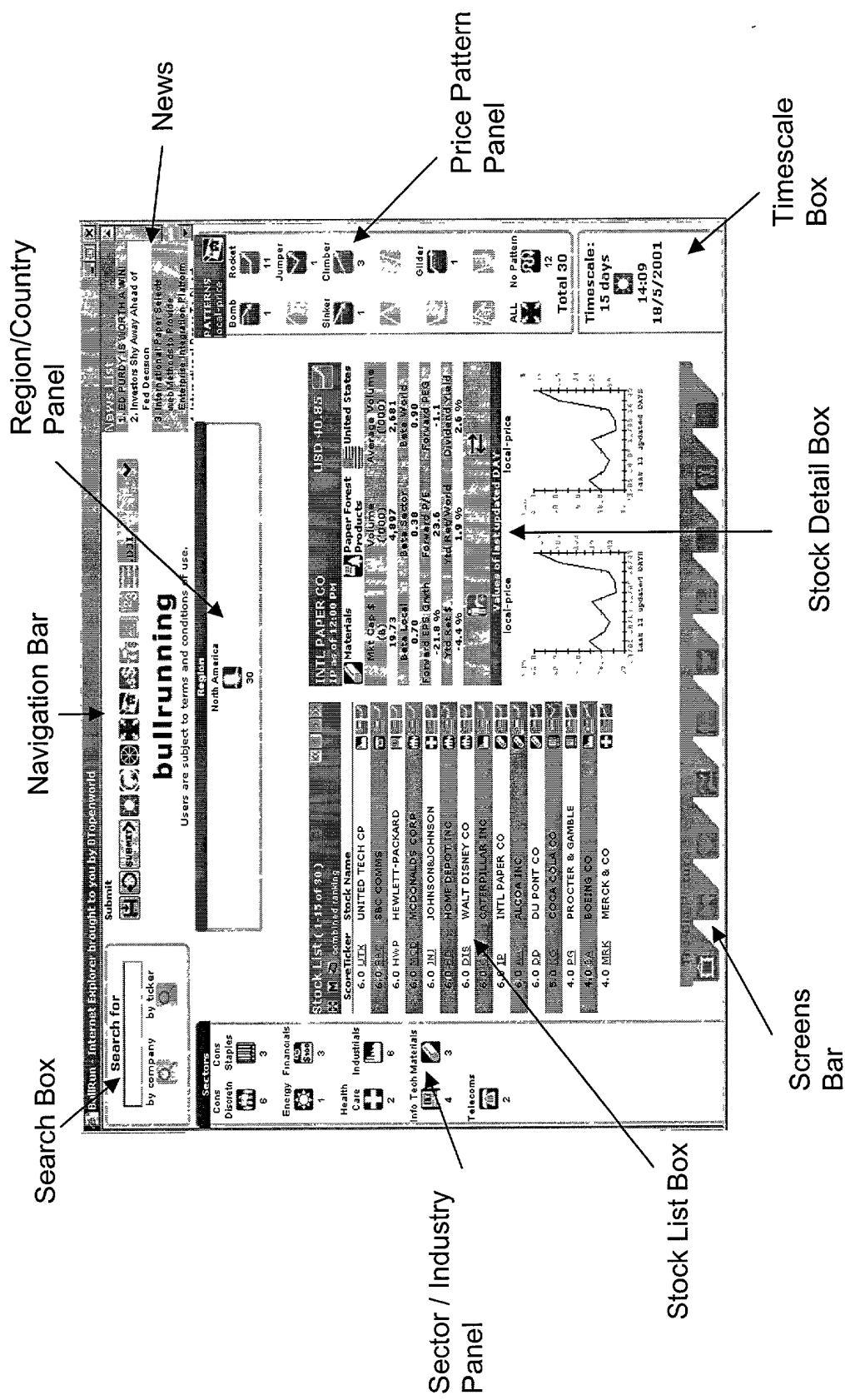


FIG. 3

Navigation Bar

Allows user to modify icon settings

[v1.0 has a 15 minutes, 15 hour, 15 day, 15 week timescale. Analyst Rating does not currently have any data.]

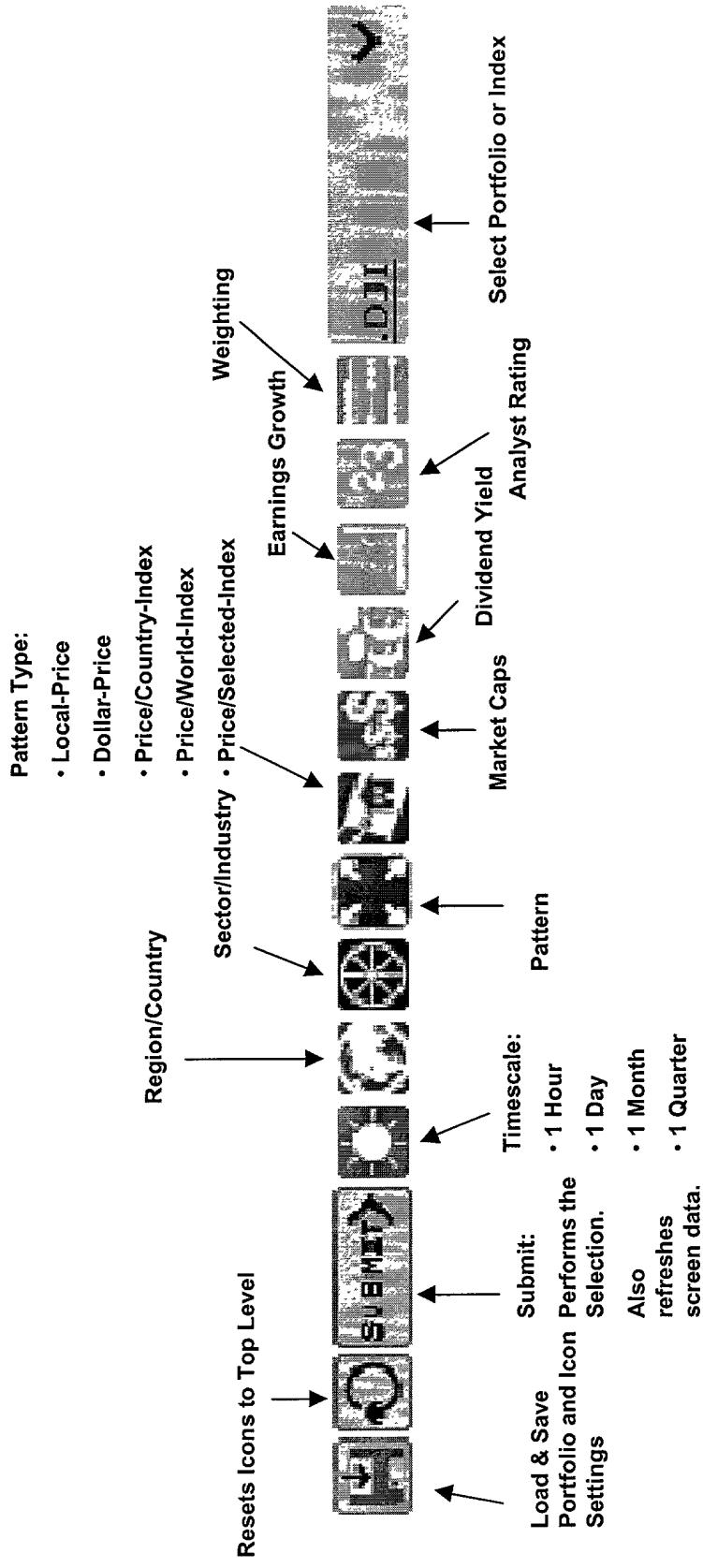


FIG. 4

Navigation Bar

Behaviour

- Modifying any of the following icons requires the user to hit **SUBMIT** before a change is made to the user's screen:

Timescale, Region/Country, Sector/Industry, Pattern, Pattern Type, Market Caps, Dividend Yield, Earnings Growth, Analyst Rating, Weight

- Any modification to one of the above icons away from the default settings will be highlighted on the Navigation Bar with a black underline.



- A modification to any of the 3 panels (Region, Sector, Pattern) will automatically modify the Navigation Bar and apply **SUBMIT**.

FIG. 5

Navigation Bar - Load & Save, Reset, Submit

Load & Save Portfolio and Icon Settings

- Allows user to save and load modifications to the icon settings as well as a particular selected portfolio or index screen view.

Reset Icons to Top Level

Resets all icon settings to the default:

- Timescale = 1 month
- Region = Global
- Sector = All
- Pattern = All
- Pattern Type = Local Price
- Caps = All
- Dividend Yield = All
- Earnings = All
- Rating = All
- Weightings = Number of Stocks

SUBMIT

- Performs the selection of modifying an icon setting.
- Refreshes screen data.

FIG. 6

Navigation Bar Selections - Timescale, Region/Country, Sector/Industry

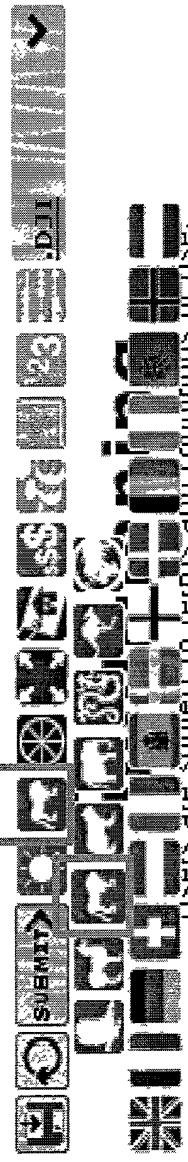
Timescale: 1 month

Allows user to view price pattern behavior from a 1 hour, 1 day, 1 month or 1 quarter perspective [v1.0 has a 15 minute, 15 hour, 15 day, 15 week timescale.]



Region: Europe

Allows user to select a region or country perspective



Sector: Industrials

Allows user to select a sector or industry perspective

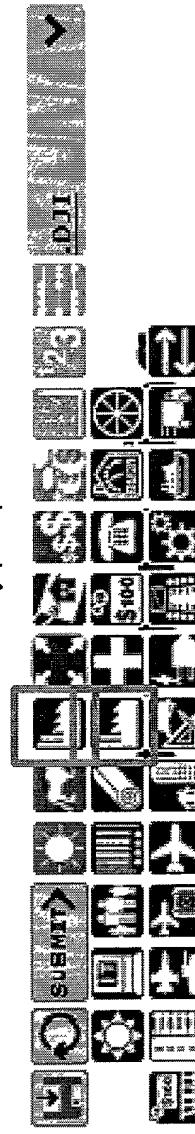


FIG. 7

Navigation Bar Selections - Pattern, Pattern Type

Pattern: All

Allows user to view stocks that display a particular price pattern behavior



Pattern Type: Local-Price

Allows user to view five categories of price movements



- **Local-price:** displays price patterns calculated with the local currency price of the stock.
- **Dollar-price:** displays price patterns calculated with the dollar equivalent price of the stock.
- **Price/Country-Index:** displays price patterns calculated with the stock price divided by its MSCI country index to show relative price movements.
- **Price/World-Index:** displays price patterns calculated with the stock price divided by the MSCI world index to show relative price movements.
- **Price/Selected-Index:** displays price patterns calculated with the stock price divided by the Index selected in the Navigation Bar to show relative price movement. This display does not apply to personal or Bullrun portfolios.

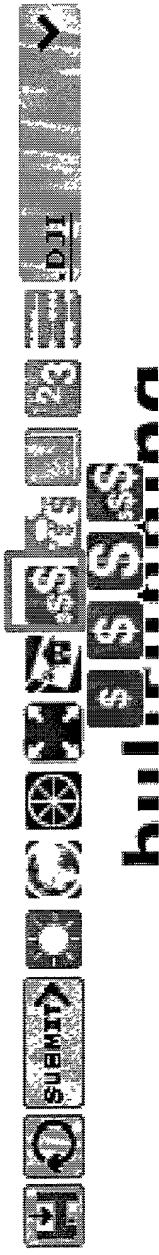
FIG. 8

Navigation Bar Selections - Market Capitalisations, Dividend Yield

[v1.0 Analyst Rating does not currently have any data.]

Market Caps: All

Allows user to select a market capitalization size perspective



Dividend Yield: All

Allows user to select a dividend yield size perspective

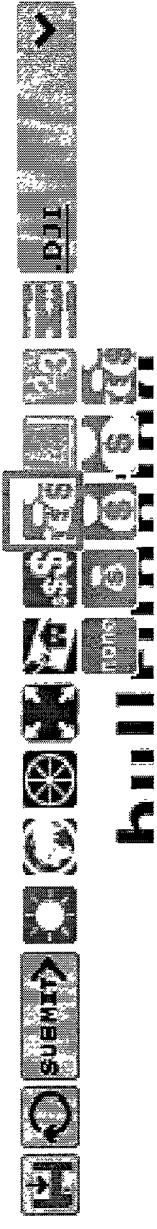


FIG. 9

Navigation Bar Selections - Earnings Growth, Analyst Ratings

[v1.0 Analyst Rating does not currently have any data.]

Earnings Growth: All

Allows user to select an earnings growth trajectory perspective



Analyst Rating: All

Allows user to select an analyst stock rating perspective

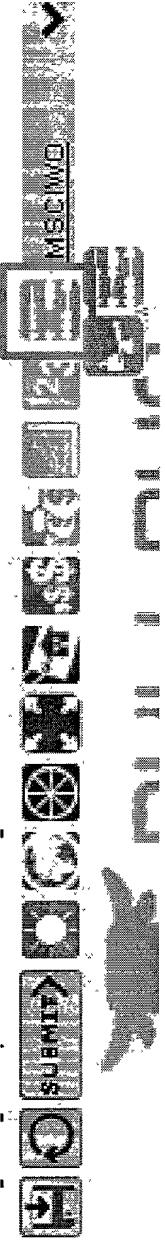


FIG. 10

Navigation Bar Selections - Weighting, Portfolio & Index Selection

Weighting : Number of Stocks

Allows user to view selections on either an aggregate number of stocks or a percentage basis perspective.



Portfolio & Index Selection : .DOW

Allows user to select a portfolio or index

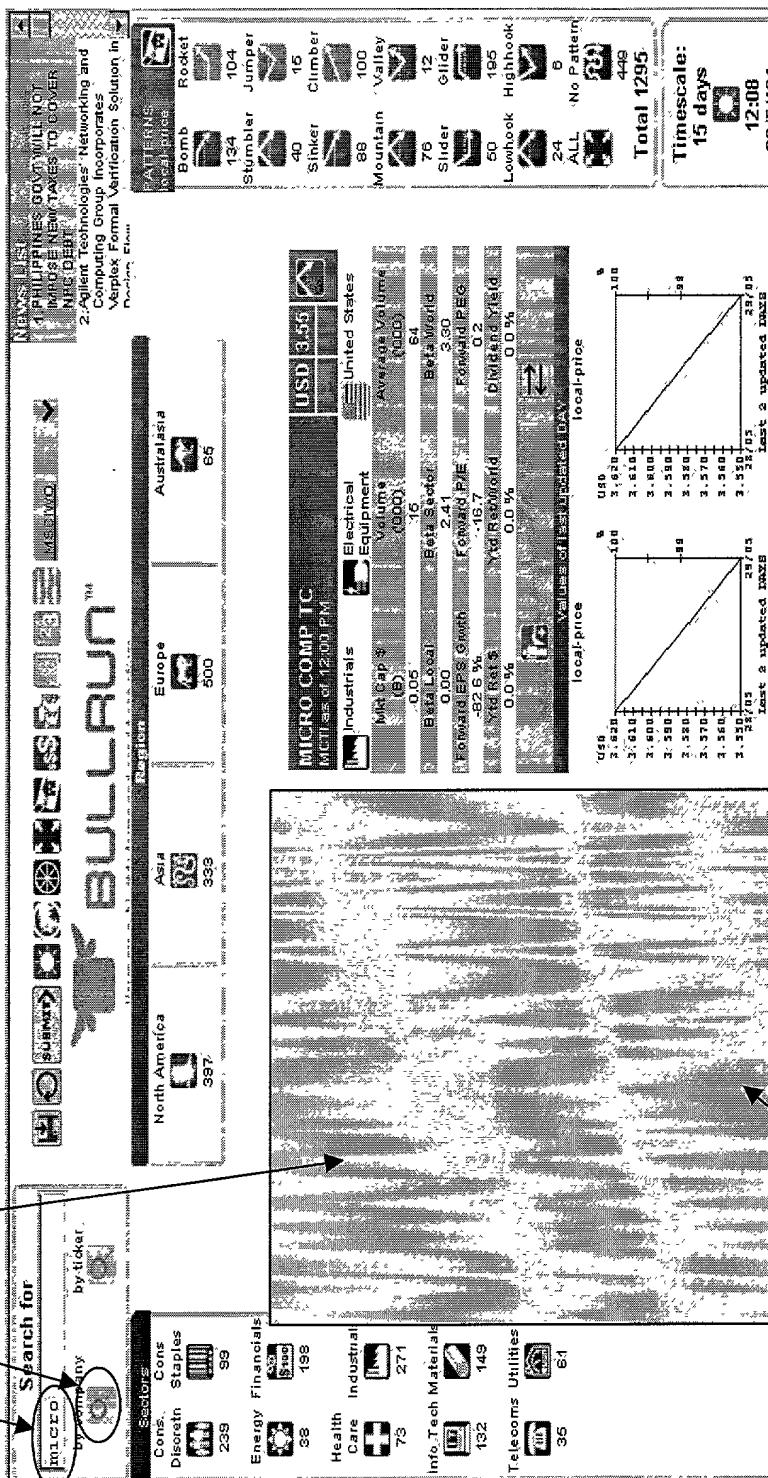


Available Portfolios or Indices		MSCI Country	MSCI Regional
Bulletin Pts	DOW	Australia	World
Bullion Pts	Nasdaq	Austria	East
Bullion Pts	S&P 500	Belgium	North American
Bullion Pts	S&P 100	Canada	Europe
Bullion Pts	FTSE 100	China	Pacific
Bullion Pts	DAX	Denmark	Finland
Bullion Pts	CAC40	France	Europe ex-UK
Bullion Pts	IBEX30	Germany	Europe ex-Japan
Bullion Pts	MIB 30	Hong Kong	World ex-Europe
Bullion Pts	BEL 20	India	World ex-Japan
Bullion Pts	AEX	Indonesia	
Bullion Pts	SMI	Italy	
Bullion Pts	NIKKEI 225	Korea	
Bullion Pts	TOP 100	Malaysia	
Bullion Pts	HANG SENG	Netherlands	
Bullion Pts	ASX ALL ORD	New Zealand	
Bullion Pts	SINGAPORE STRAITS	Norway	
Personal Portfolios	test	Pakistan	
Personal Portfolios	Global	Philippines	
Personal Portfolios	david	Singapore	
Personal Portfolios		Spain	
Personal Portfolios		Sn Lanka	
Personal Portfolios		Sweden	
Personal Portfolios		Switzerland	
Personal Portfolios		Taiwan	
Personal Portfolios		Thailand	
Personal Portfolios		United Kingdom	
Personal Portfolios		USA	
		MSCI Global Sector	
		World Energy	
		World Materials	
		World Industrials	
		World Cons Disc	
		World Cons. Stoc	
		World Health Care	
		World Financials	
		World Info Tech	
		World Telecomm's	
		World Utilities	

FIG. 11

Search Box

Allows user to search for an equity by company



[return to previous screen view](#)

FIG. 12

Search Box

Allows user to search for an equity by stock ticker

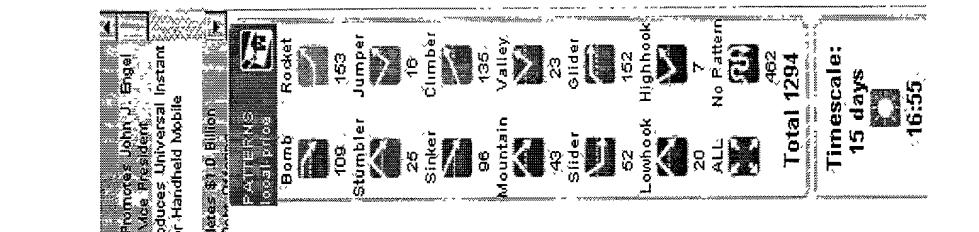
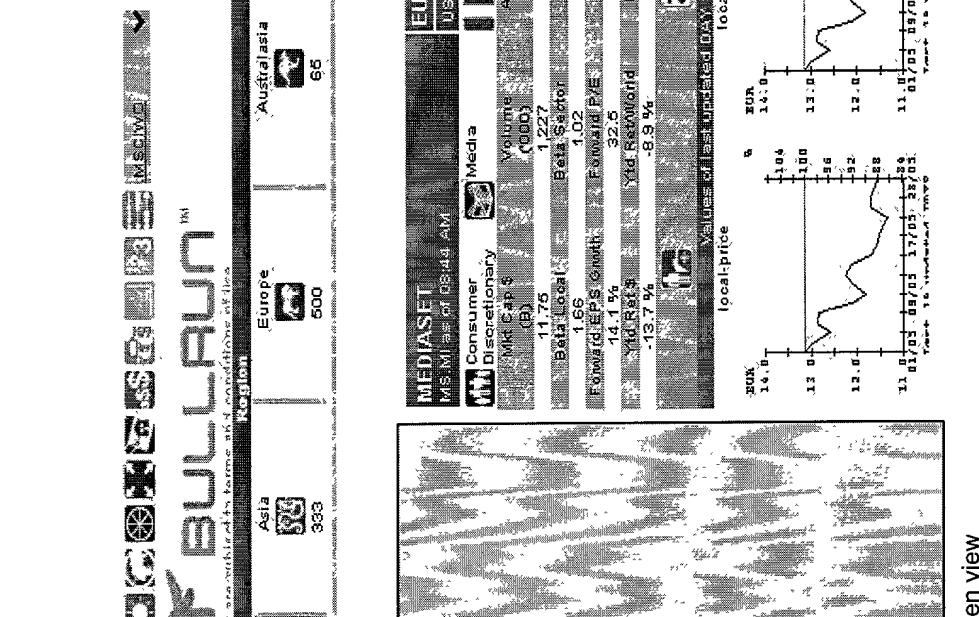
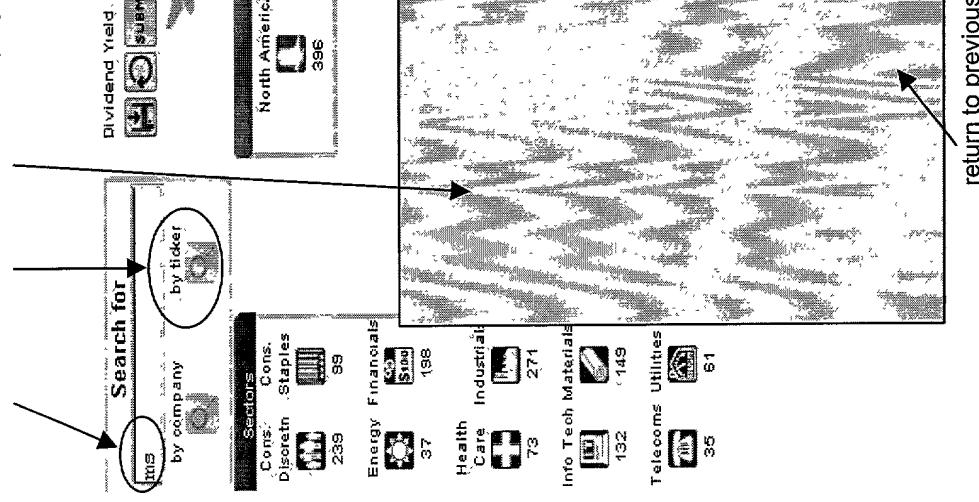


FIG. 13

News

News

Displays relevant news based upon the user's current selected icons

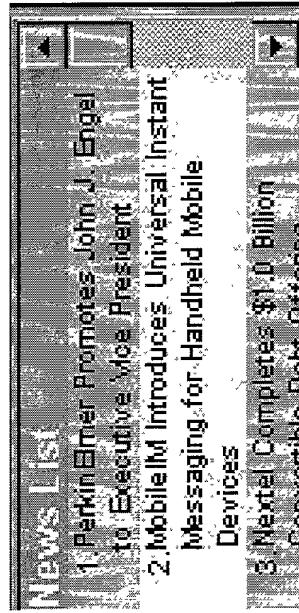


FIG. 14

Region / Country Panel

Displays the number of stocks in a Region or Country and allows user to drill down for further detail.

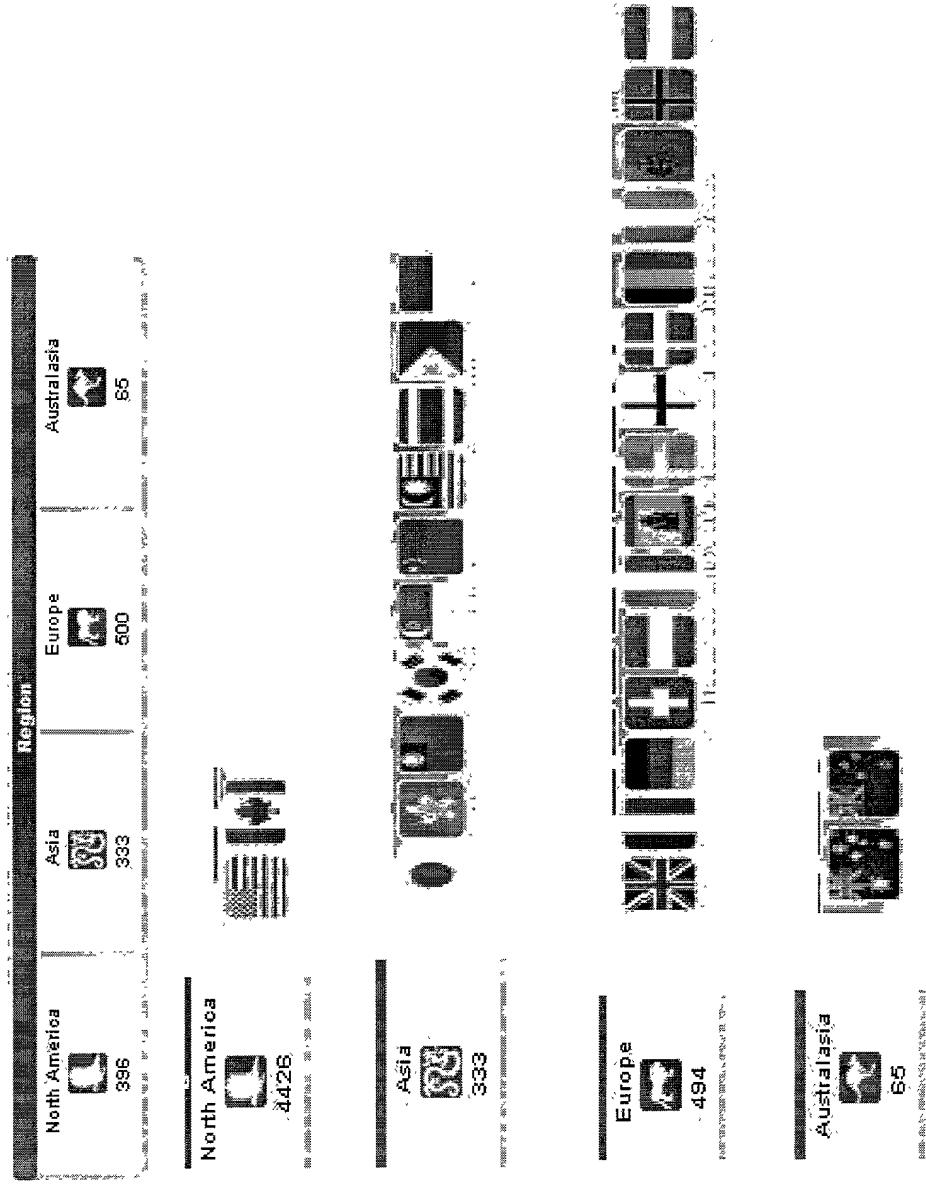


FIG. 15

Sector / Industry Panel

Displays the number of stocks in a Sector or Industry and allows user to drill down for further detail.

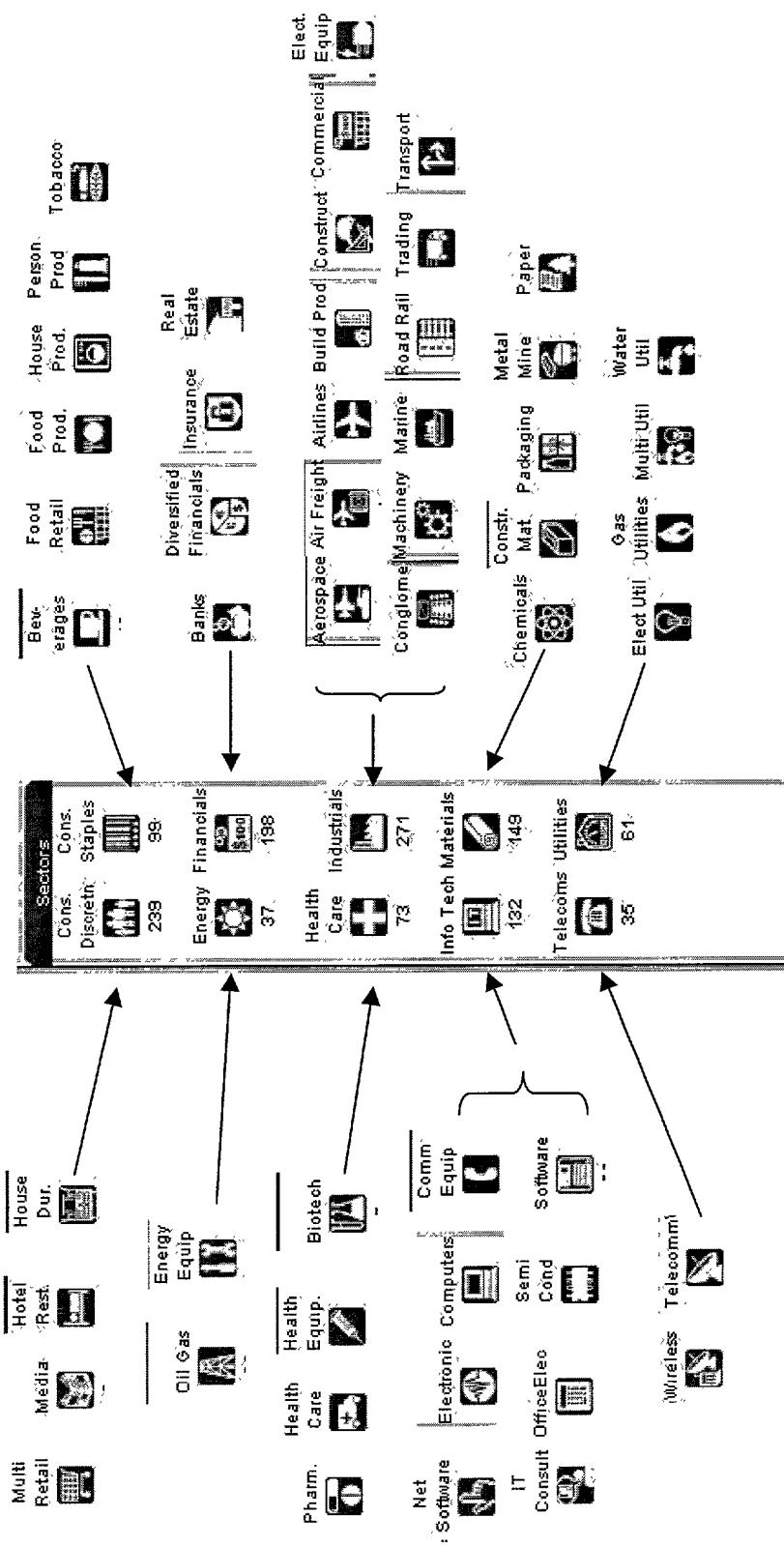


FIG. 16

Price Pattern Panel

Displays the number of stocks that correspond to a price pattern based on a selected timescale. Allows the user to view a group of stocks that exhibit a particular price pattern.

There are 12 mutually exclusive price patterns. There is also a No Pattern category.

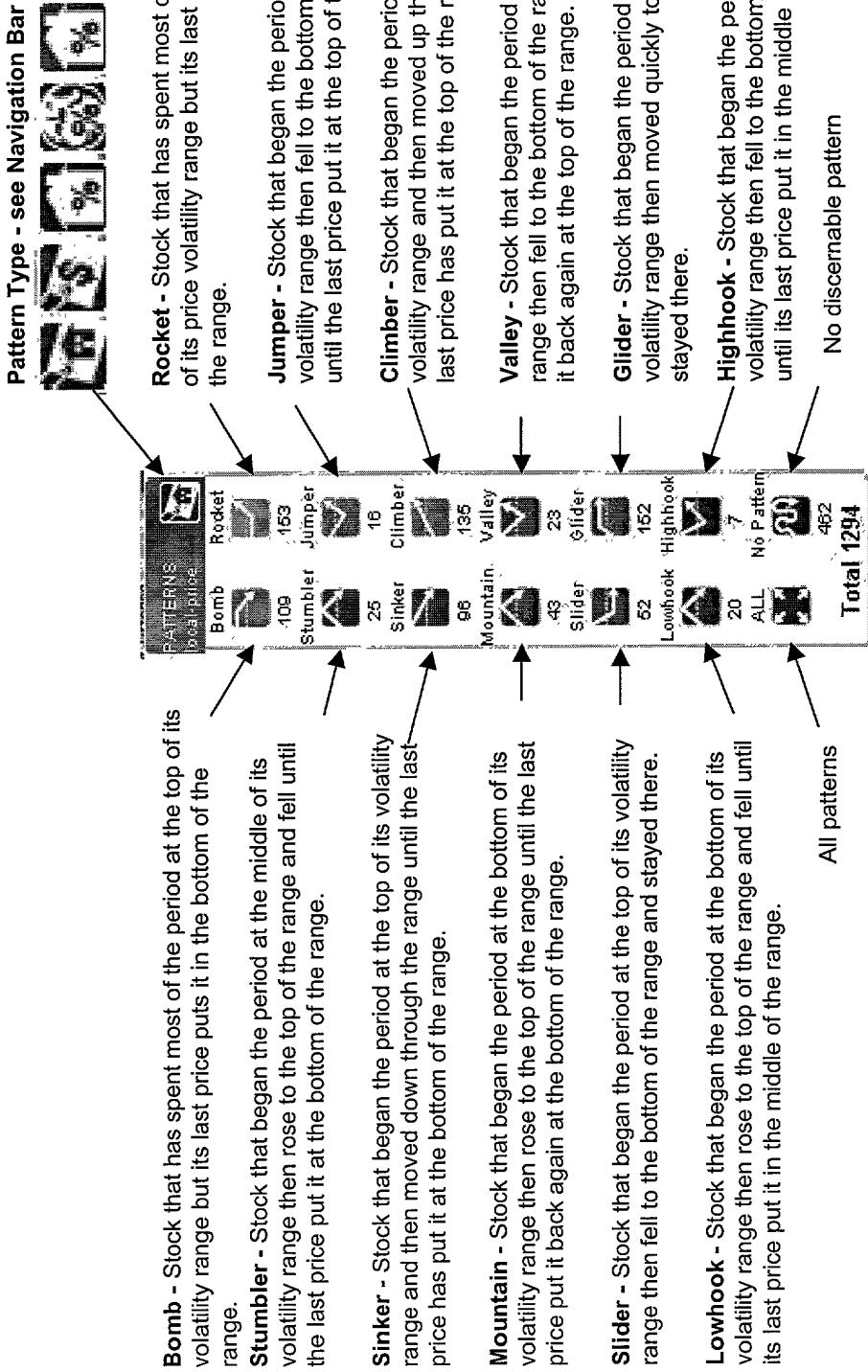


FIG. 17

Timescale Box

[v1.0 has a 15 minutes, 15 hour, 15 day, 15 week timescale.]

Displays the selected timescale the user has selected - whether 1 hour, 1 day, 1 month, or 1 quarter.

Also shows the date and time of the data on the screen. Hit SUBMIT button in the Navigation Bar to refresh data.

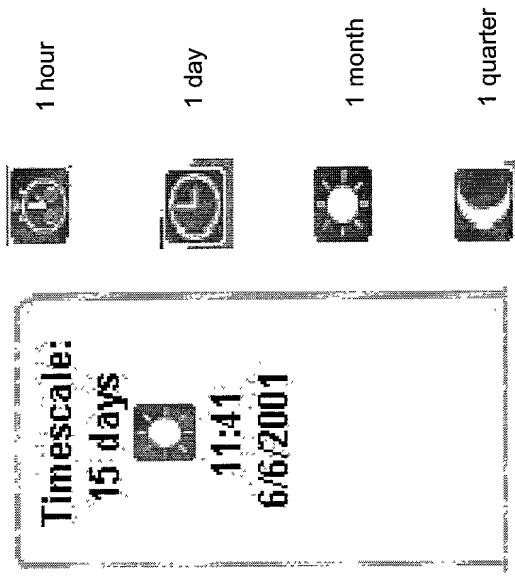


FIG. 18

Stock List

[v1.0 will only include Price Pattern strategy and will not include Stock List Ranking Buttons. Stock List Ticker search will also not yet be present.]

Displays list of stocks that correspond to users' chosen selection criteria.

Stock List	
Stock List (15 of 1275) Stock Name	
Strategy Selection Icons	allows user to rank stocks based on either Price Pattern, Macroeconomic Variables, or Combined Ranking strategies
Score	displays ranking of stock on a scale from -6.0 to +6.0 based on a selected strategy
Ticker	stock ticker
Stock Name	name of stock

Stock List (15 of 1275) Stock Name

Score Ticker Stock Name

Strategy Selection Icons

Score

Ticker

Stock Name

Strategy Selected - displays which strategy is selected and is generating stock scores

Scroll bar - scrolls forwards and backwards among the stock list

Descriptive Icons - Sector, Country, Price Pattern

Stock List Ticker Search - searches the Stock List by ticker and scrolls to show the stock if it is present. As a convenience, the user's most recent stock selection will automatically be shown here.

Stock List Ranking Buttons:

In addition to ranking by strategy scores, the Stock List can be ranked according to the following criteria:

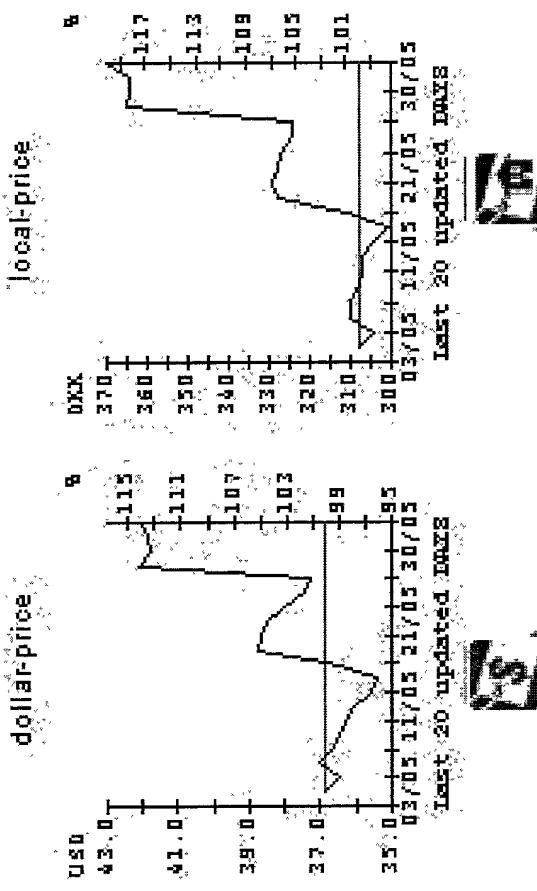
- Alphabetical by company name
- Percent change in local price over the selected timescale
- Percent change in dollar price over the selected timescale
- Capitalisation in billion \$
- Dividend yield in percent
- 12 months forward earnings growth in percent
- 12 months forward P/E

FIG. 19

Stock Detail Box

Dollar and Local Price Charts

A local-price graph is always displayed on the right. A graph of one of the 5 Pattern Types from the Navigation Bar will be displayed on the left.



Dollar Price graph (left):
bottom scale: conforms to timescale set by user
left scale: price in dollars
right scale: percentage price set to 100 at beginning of period
red line: price at beginning of period

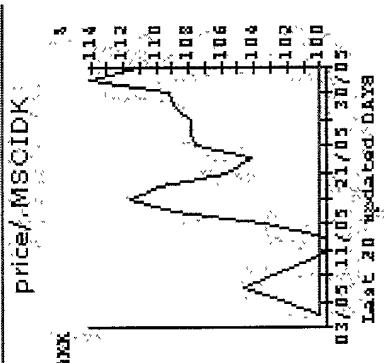
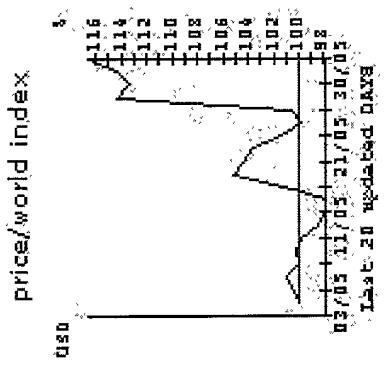
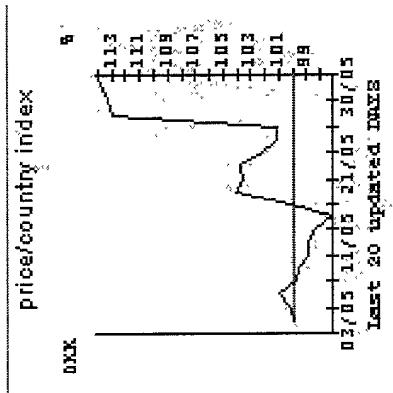
Local Price graph (right):
bottom scale: conforms to timescale set by user
left scale: price in local currency
right scale: percentage price set to 100 at beginning of period
red line: price at beginning of period

FIG. 21

Stock Detail Box

Relative Price Charts

The graphs below corresponding to the different Pattern Types would be displayed to the left of the local-price graph if the particular Pattern Type were selected from the Navigation Bar.



Price/Country graph (left):
 bottom scale: conforms to timescale set by user
 right scale: price/country index set to 100 at beginning of period
 red line: relative price at beginning of period

Price/World graph (centre):
 bottom scale: conforms to timescale set by user
 right scale: price/world index set to 100 at beginning of period
 red line: relative price at beginning of period

Price/Selected Index graph (right):
 bottom scale: conforms to timescale set by user
 right scale: price/selected index set to 100 at beginning of period
 red line: relative price at beginning of period

Note: Selected index is the current index in use by Bullrun. An index is selected by 'Select Portfolio or Index' icon on the Navigation Bar. This display does not apply to personal or Bullrun portfolios.

FIG. 22

Screens Bar



1. **Big Picture** (default screen) - shows how any index or portfolio is evolving over a given timeframe.
2. **Best and Worst** - shows which stocks are performing extremely well or poorly in an index or portfolio.
3. **Fan Out** - displays a basket of similar stocks for a selected equity.
4. **Differences** - compares performance across different indices or portfolios.
5. **My Picks** - displays buy and sell recommendations to stocks in a user's portfolios, based on a given investment strategy.
6. **Bullrun Picks** - displays the system's recommended stocks for a given strategy.
7. **My Trades** - keeps a record of buy and sell orders passed through the programme.
8. **Registration Information** - allows the user to modify registration information.

FIG. 23

Big Picture

Big Picture presents a global picture with an index broken into sectors, regions, and price patterns. The user can rank and parse all the stocks in an index or portfolio. The user can answer questions such as, for the NASDAQ 100, how many stocks are in each different price pattern based on a 1 month timescale? How many are Rockets and in which sector are they?

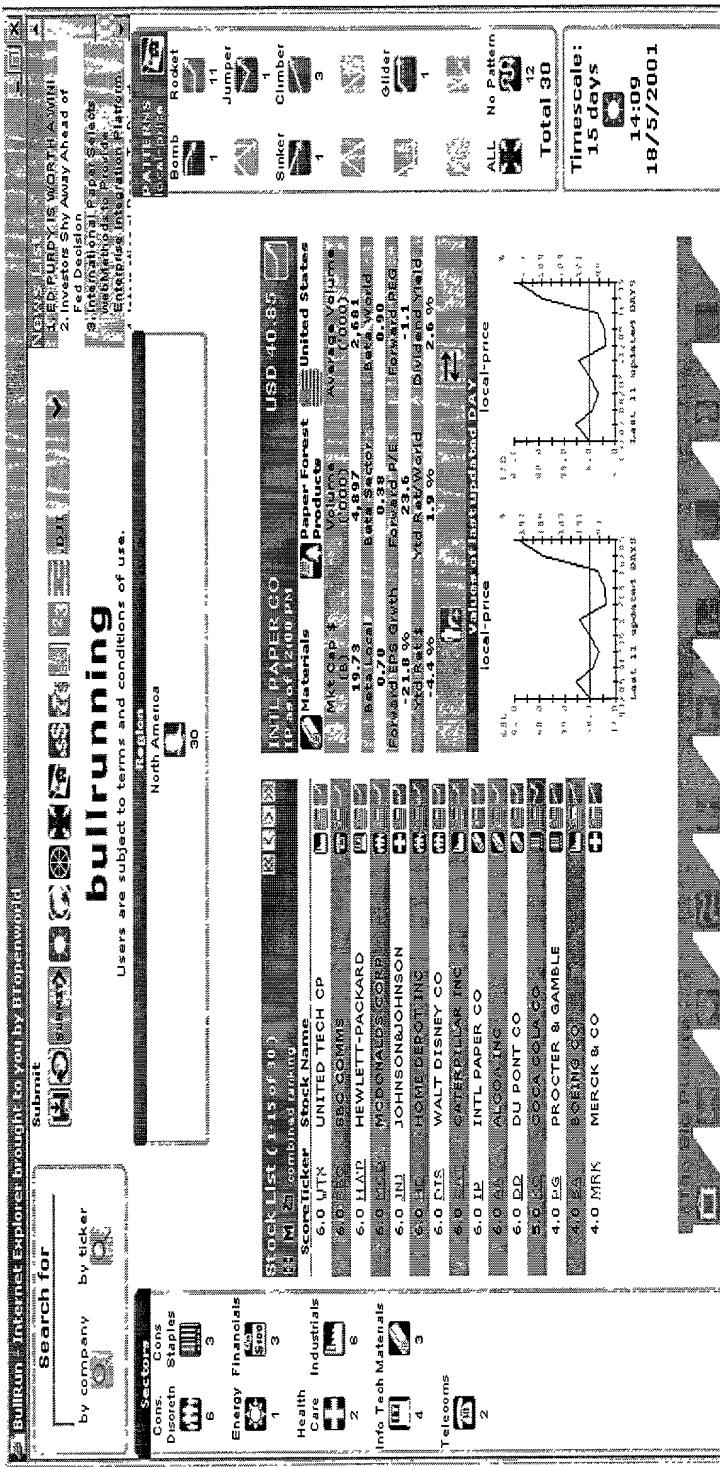


FIG. 24

Best and Worst

Best and Worst shows the highest and lowest scores for any category of stocks. For example, in the Stoxx Euro 100, which are the best buys and worst sells across the whole index over the past 1 hour? Which are the best and worst performing banks? In Best and Worst, the user is guided directly to centre of current market action.

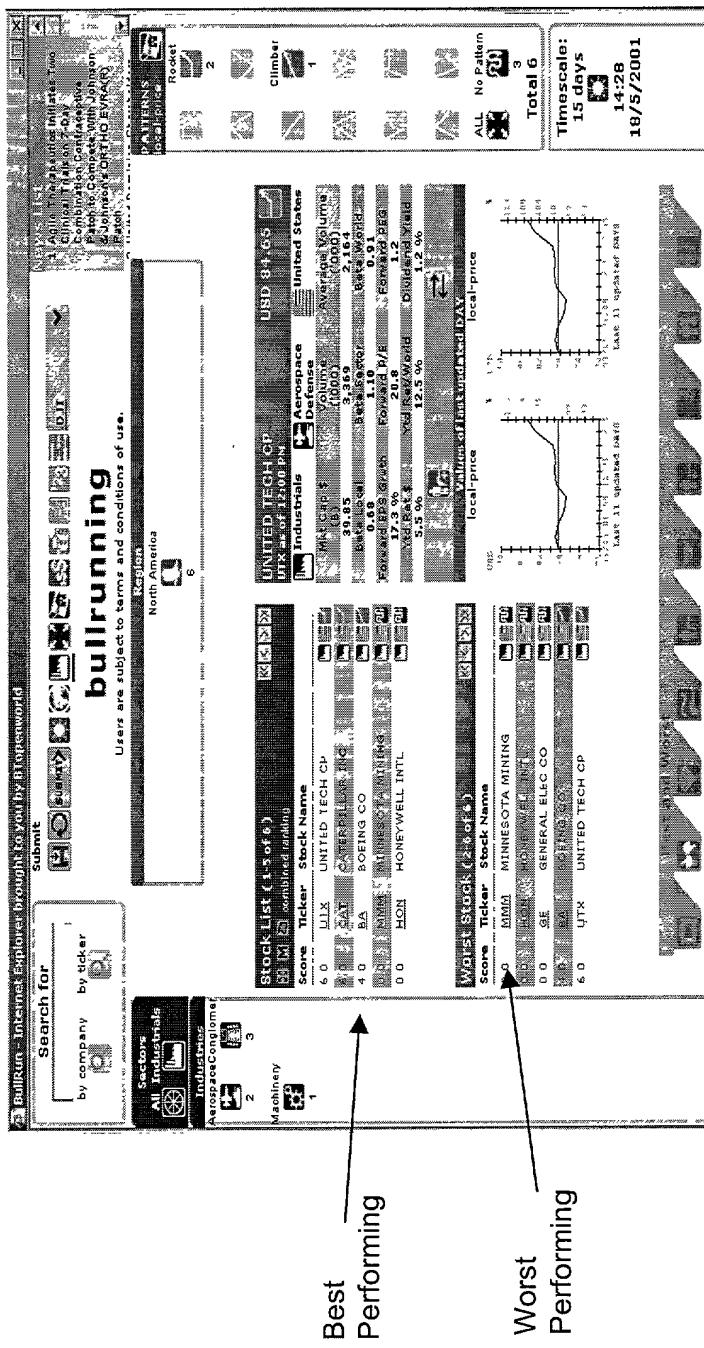


FIG. 25

Fan Out

Fan Out lists the stocks in an index or portfolio so that when a stock is picked, a basket of related choices is shown for that stock. The emphasis is on 'which others can I choose?' For example, in the Dow Index, if International Paper is picked, a basket appears showing US paper companies ranked best to worst. International Paper's position is shown within the basket. The user has an instant display of alternatives to any stock and the current ranking of that stock in the comparative baskets.

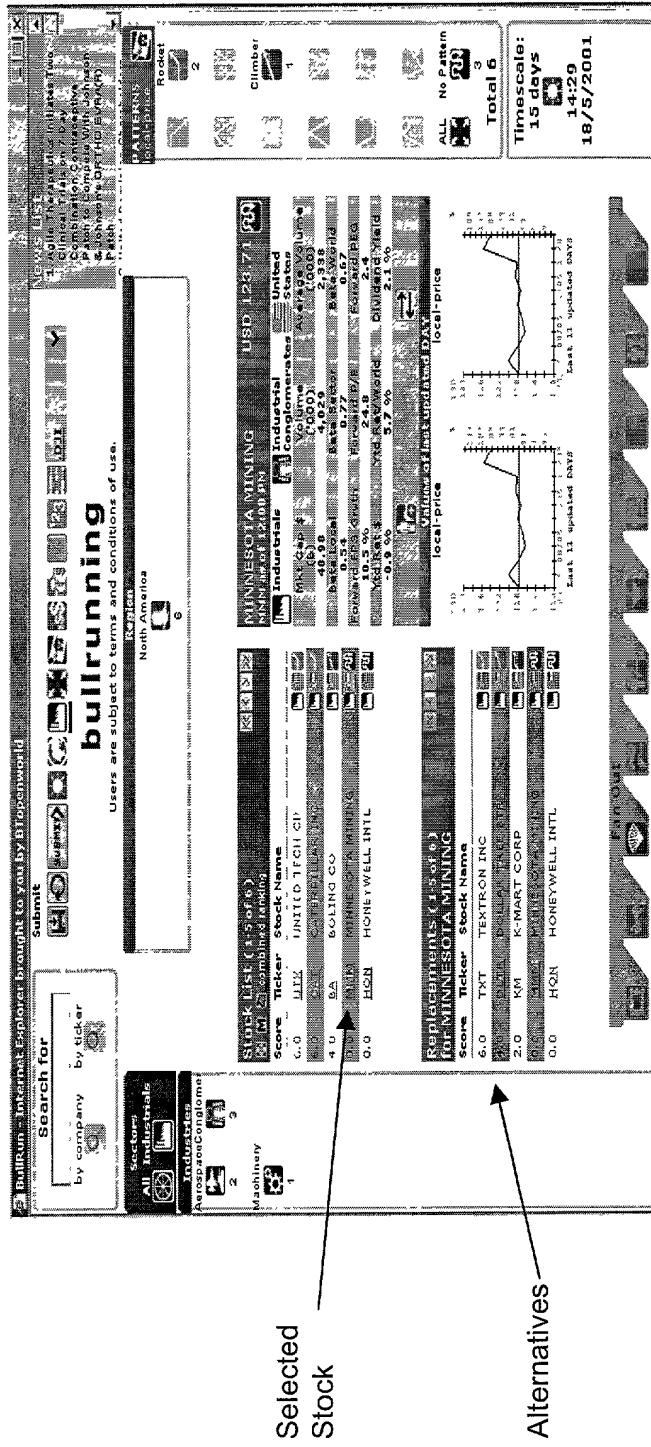


FIG. 26

Differences

Differences allows you to compare the stocks in one portfolio or index with those of another. For example, how are stocks in the FTSE 100 performing compare to the DAX 200? What are the best performing stocks in my portfolio compared to the MSCI World Index?

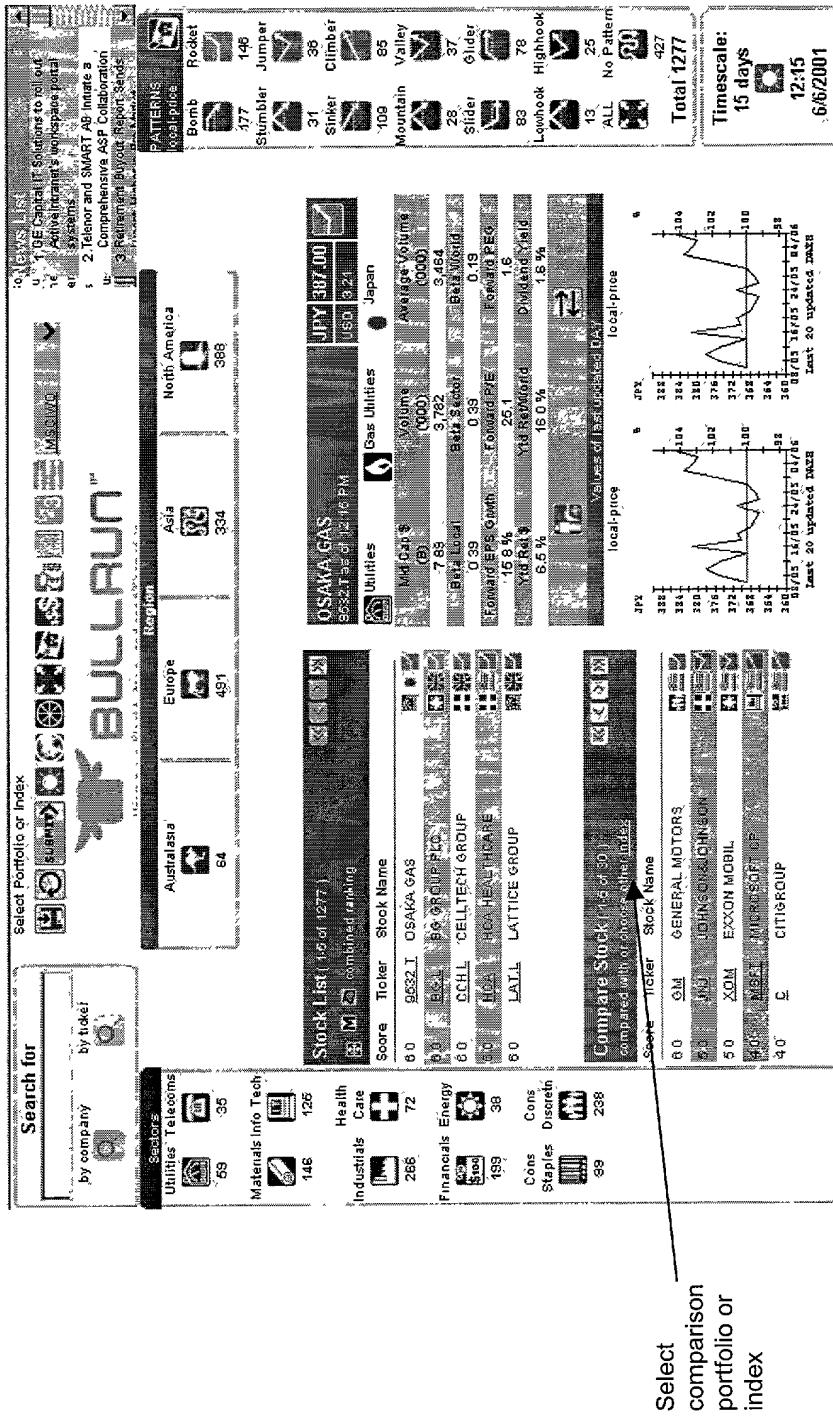
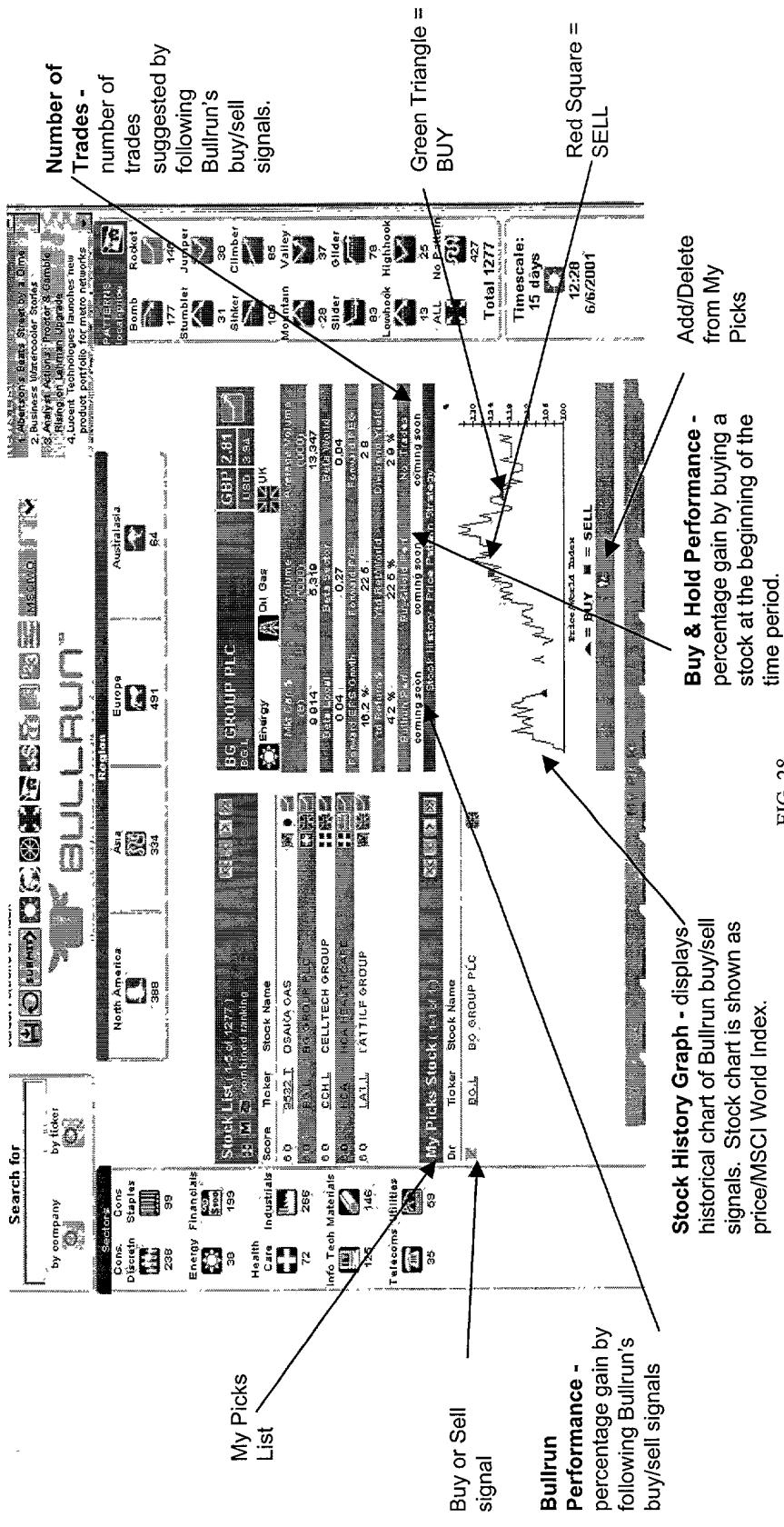


FIG. 27

My Picks

[V1.0 only includes the price pattern strategy. E-mail notification is not yet implemented.]

My Picks allows the user to choose to receive e-mail notifications of buy/sell signals from the different strategies (Price Pattern, Macroeconomic Variables, or Combined) for all of the stocks currently in the system. It also allows the user to track the performance of buy and sell signals for a stock based on a particular investment strategy. For example, for a user following a price pattern strategy, which financial services stock had the best performance over the past 6 months?



88

Bullrun Picks

[v1.0 Bullrun Picks applies only a Price Pattern Strategy to the MSCI World Index.]

Bullrun Picks will show recommended portfolios that reflect each of the three strategies (Price Pattern, Macroeconomic Variable, Combined) applied to the MSCI World Index, the 10 MSCI Global Sectors, the S&P 500, NASDAQ, Europe Stoxx and Topix. For example, which MSCI World Info. Tech stocks should I be long or short?

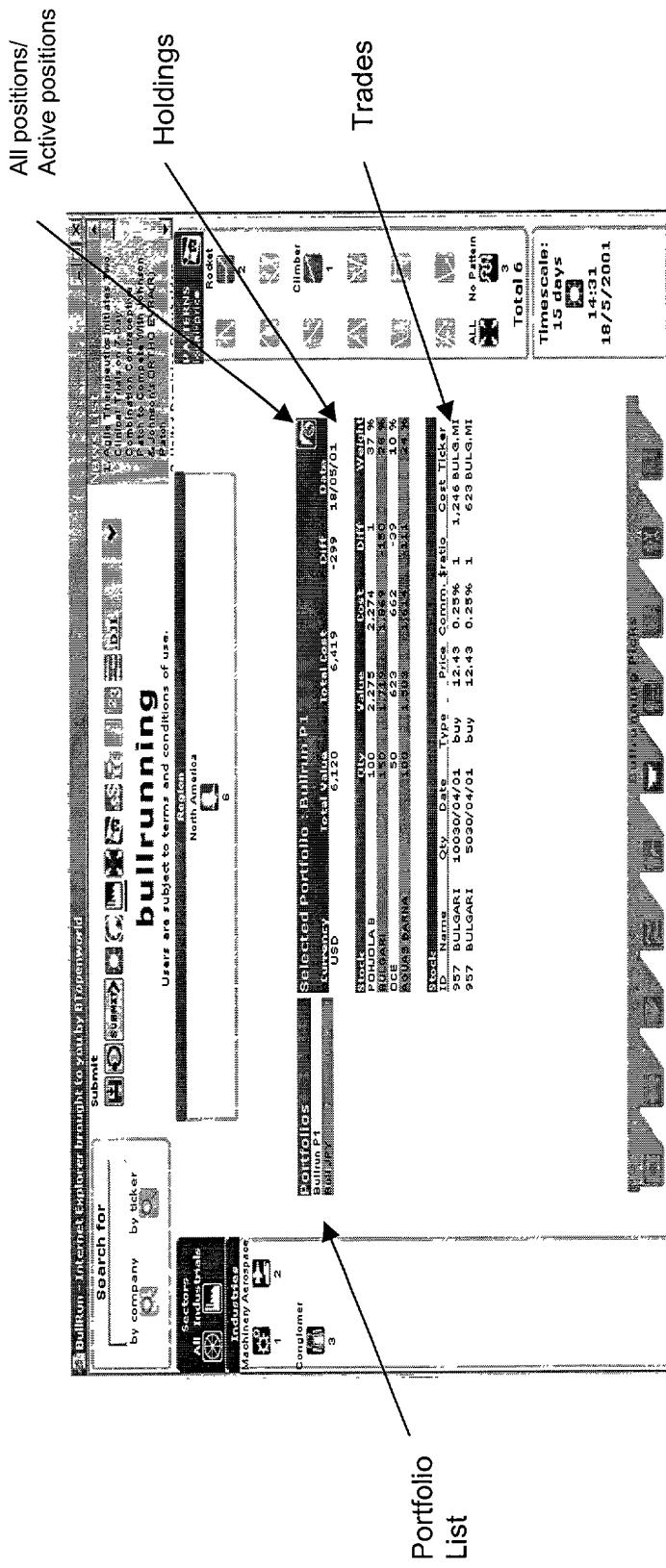


FIG. 29

My Trades

[v1.0 Portfolio uploads from Excel are not yet available.]

My Trades keeps a record of buy and sell orders passed through the programme. Performance of the client's portfolios can be calculated and displayed. A user creates and manages portfolios here and will be able to upload his own portfolios directly into the system from an Excel spreadsheet.

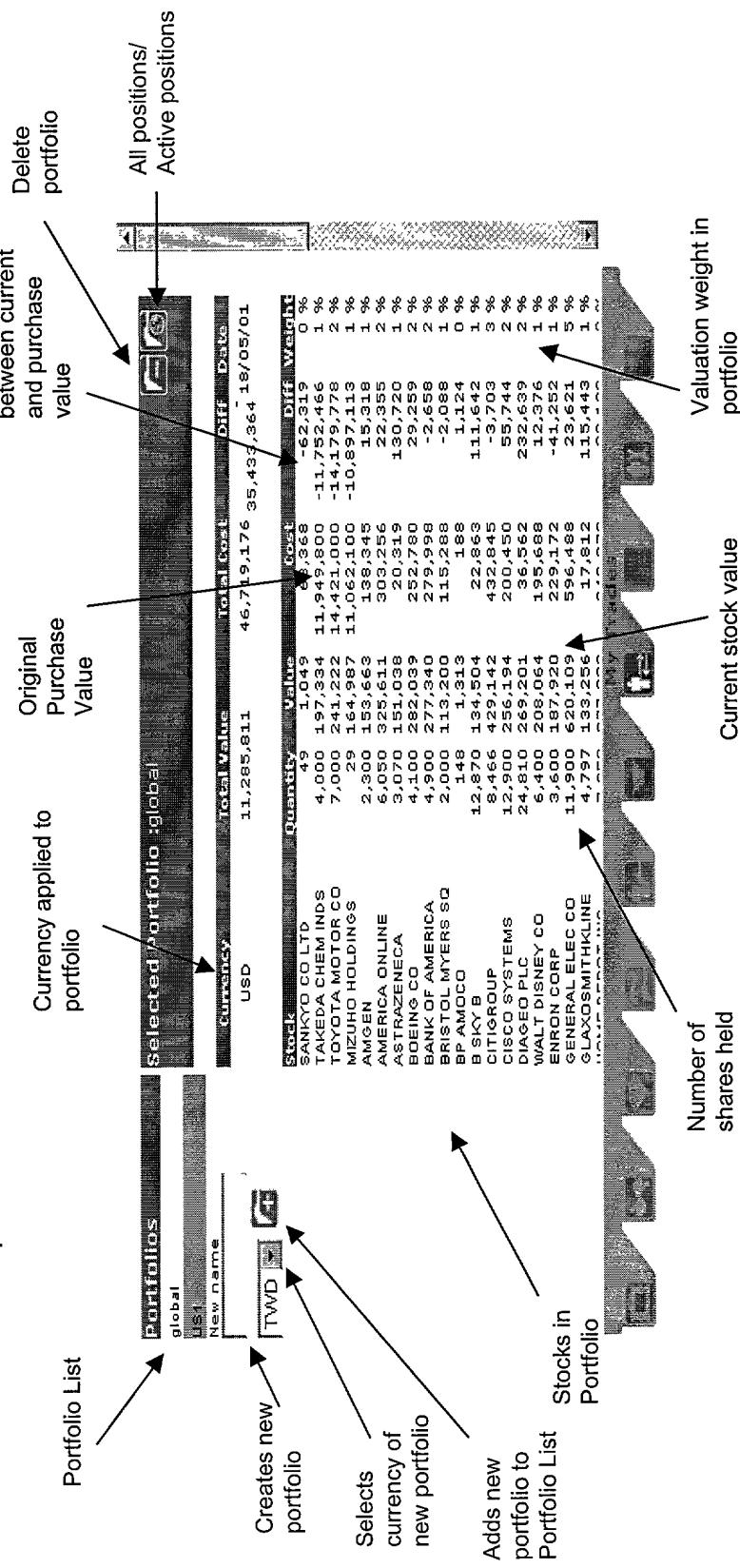


FIG. 30

Trading Screen

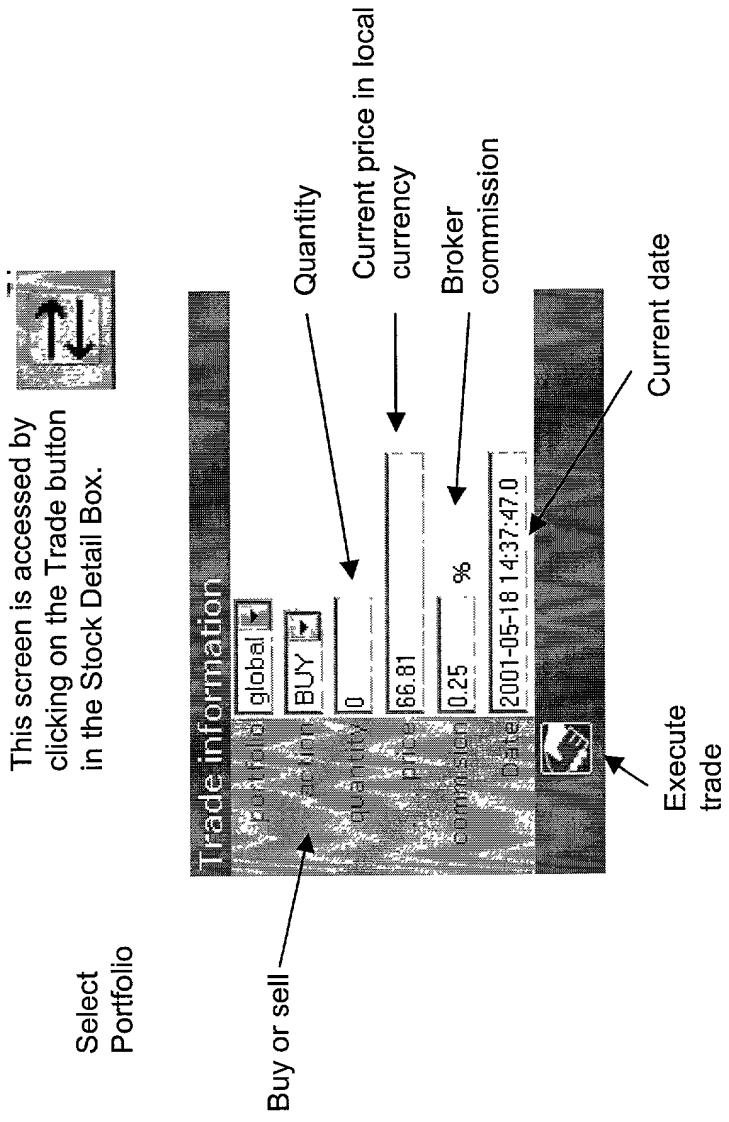


FIG. 31

Registration Information

Registration information allows you to update details from the Registration process.

FIG. 32